

The HomeAgain® Pet Recovery Service



Technologically Advanced Microchip
Bio-Bond™ anti-migration capsule and an outer casting made of soda-lime glass for maximum biocompatibility (shown actual size, 2 x 11mm).



Universal HomeAgain® Scanner
HomeAgain® scanner identifies microchips from the the U.S. and abroad. (See details inside brochure.)



Easy Application
Easy-to-use, sterile injection system is pre-loaded for single use. No anesthesia required.



24/7 Recovery Service
Professional and knowledgeable recovery service team provides the highest level of support at 1-866-PETID24 (1-866-738-4324).



Attractive Coded Collar Tag
Client tag preprinted with the HomeAgain® Recovery Service phone number and unique ID code.



In-clinic promotional support
Schering-Plough Animal Health provides extensive support materials to educate your clients about the benefits of microchipping their pets.



Veterinary Search Engine
Find a vet search engine at HomeAgainID.com lists all HomeAgain® clinics by zip code.



Advertising and Public Relations
Comprehensive consumer advertising and support programs. (See details inside brochure.)

HomeAgain® *The most comprehensive pet ID and Recovery System available*

Take advantage of this tremendous opportunity for your practice. For more information or to arrange an in-clinic HomeAgain® demonstration, please contact your Schering-Plough Animal Health representative; visit us online at HomeAgainID.com/Partner; or call 1-800-434-1233.

Everyone's Talking About HomeAgain®



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SPAH-HA-195



1 in 3 pets will get lost... Without ID, 90% won't return home

Protect your clients with HomeAgain®

Lost Pet Situation

- 10 million pets become lost or separated from their owners each year¹
- Most end up in shelters¹ (most without collars or tags)
- More lost pets die from lack of identification than disease¹

1. American Humane and the National Council of Pet Population Study and Policy



Every 6 minutes a pet is recovered with HomeAgain®

HomeAgain®'s Success

- One pet recovery every 6 minutes - more than 280,000 recoveries to date
- Over 3 million pets enrolled in HomeAgain® Recovery Service

An Impressive Opportunity!

- 100+ million pets visit the veterinarian²
- Only 6 million pets are microchipped²

2. American Veterinary Medical Association



94% PERCENT OF THE POTENTIAL MARKET IS NOT MICROCHIPPED



In-clinic promotional program works to create revenue for your clinic

FREE HomeAgain® Recovery Center - a high-impact vehicle that:

- Creates awareness of pet identification and benefits of Home Again®
- Attractive POP clock reinforces the fact that a pet is recovered every 6 minutes with HomeAgain®
- Offers consumer promotions and extensive educational material.
- Reminds customers to ask about microchipping their pet on that day's visit



HomeAgain® Public Relations / Consumer Advertising Campaign

Over \$6 million spent on national and local media.

The Many Happy Recoveries Program aids consumer awareness through:

- National TV
- Local Radio and coverage in major daily newspapers
- Internet campaign

See the ads at www.HomeAgainID.com.



DISCOVER THE HOME AGAIN® WORLDS CAN READER ADVANTAGE

- Reads all 125 kHz chips marketed in the U.S. including encrypted chips
- Detects all ISO chips used worldwide
- The flexible and convenient scanner for all Clinics and Shelters

